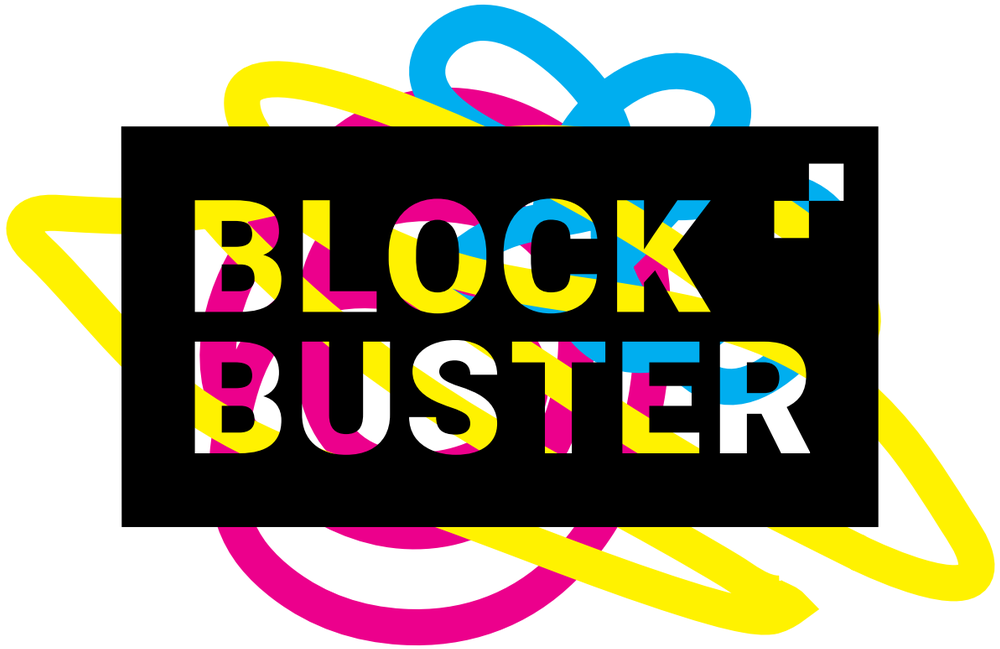
Brand Guidelines

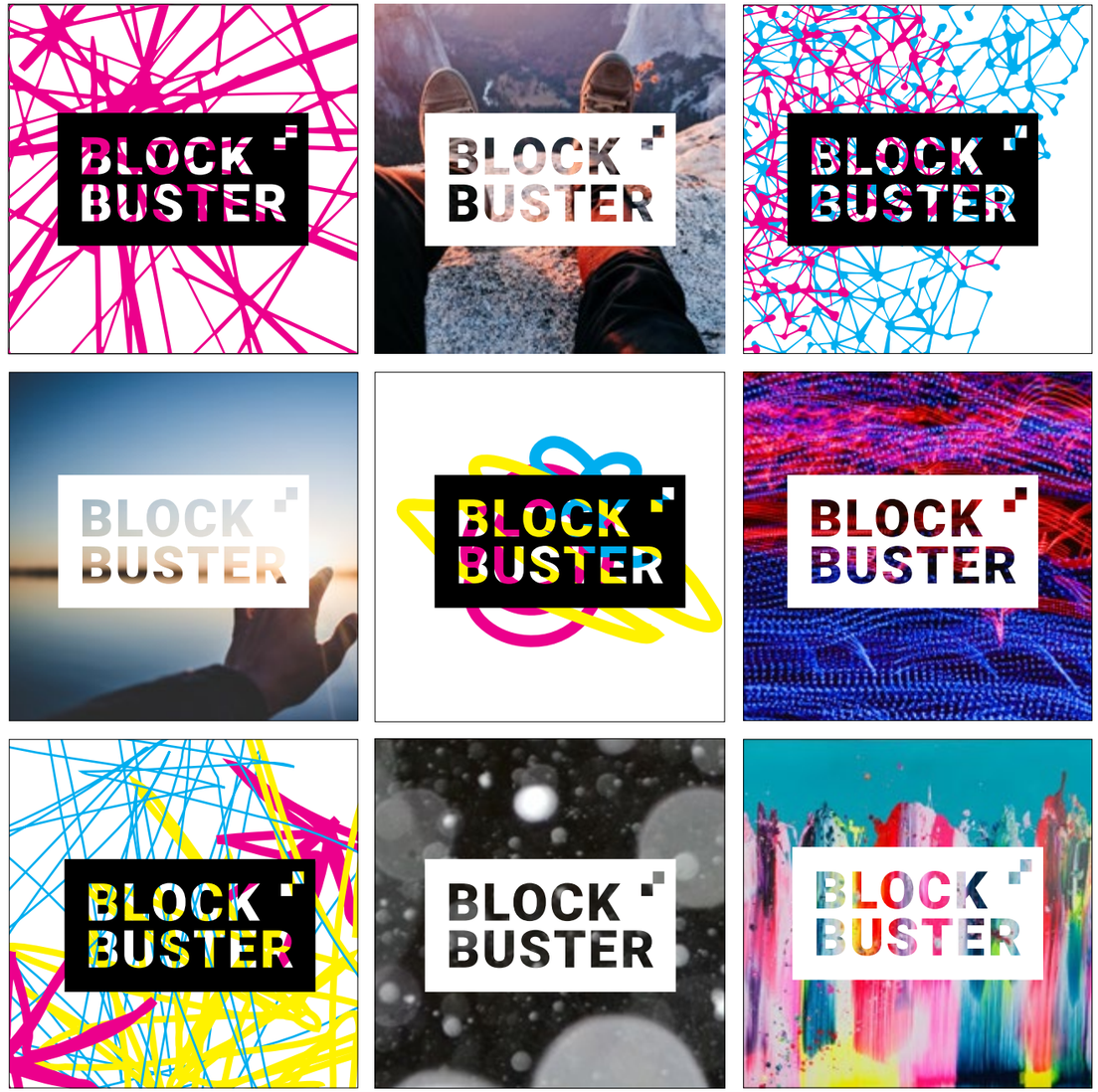
The New Blockbuster

The new Blockbuster uses virtual reality and explore how entertainment can embrace technology to be interactive. The new identity transports the viewer into a virtual world. Aiming to communicate a sense of mystery and intrigue.

Main Logo

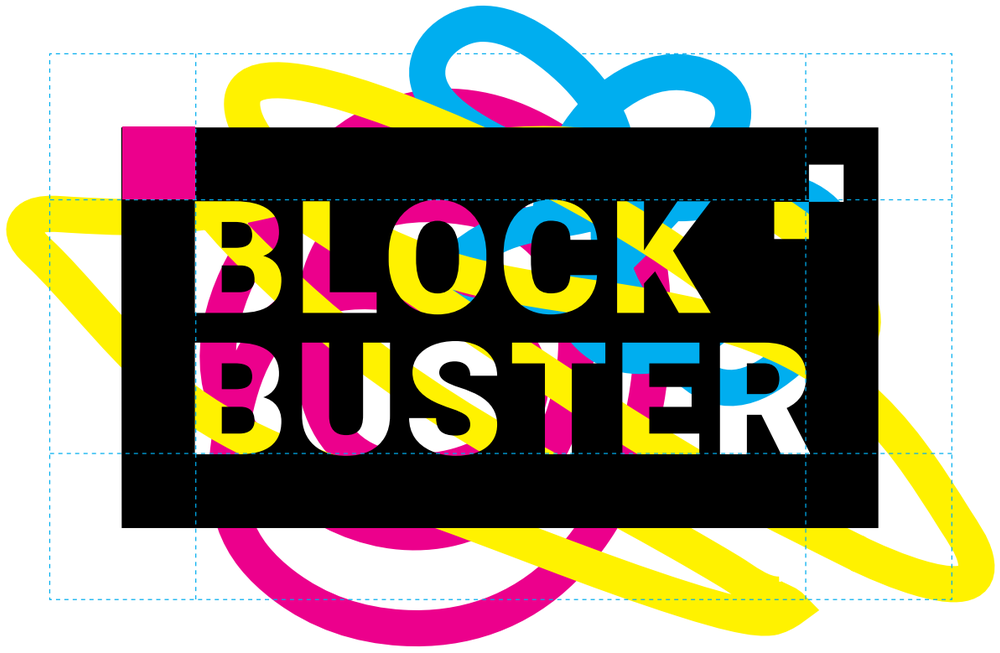
The new blockbuster logo is meant to be used with other elements: pictures, textures, vectors, etc. The logo is designed to be a “portal” into another dimension. Shown are examples of ways the logo could be displayed and paired with a variety of elements.





Logo: Clear Space

The logo should have the a clear space of distance between the type and the edge of the block. In most cases, it will have more space depending on what it is paired with.

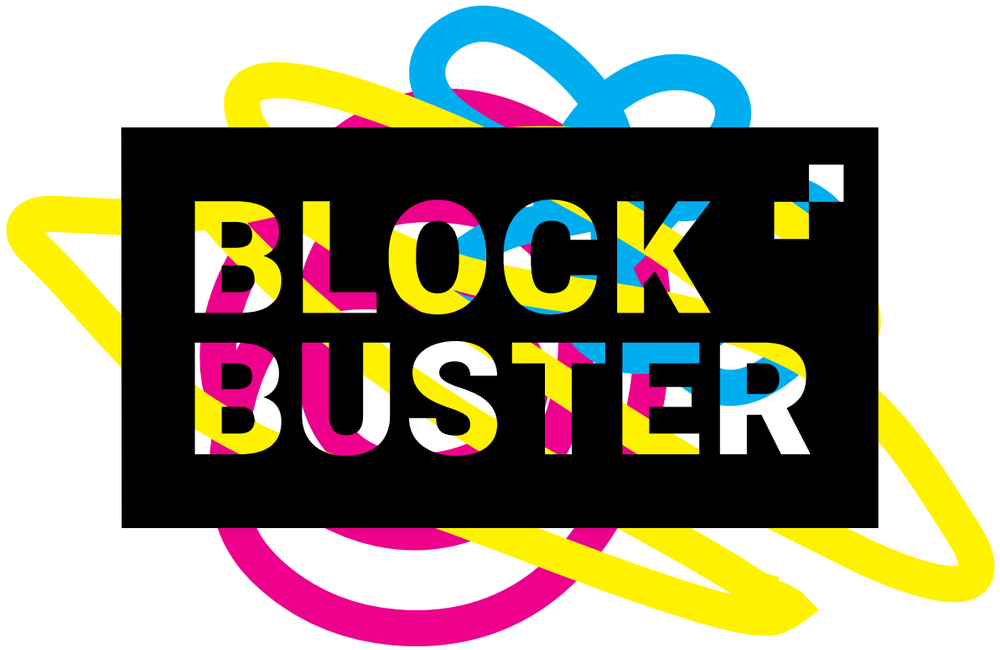


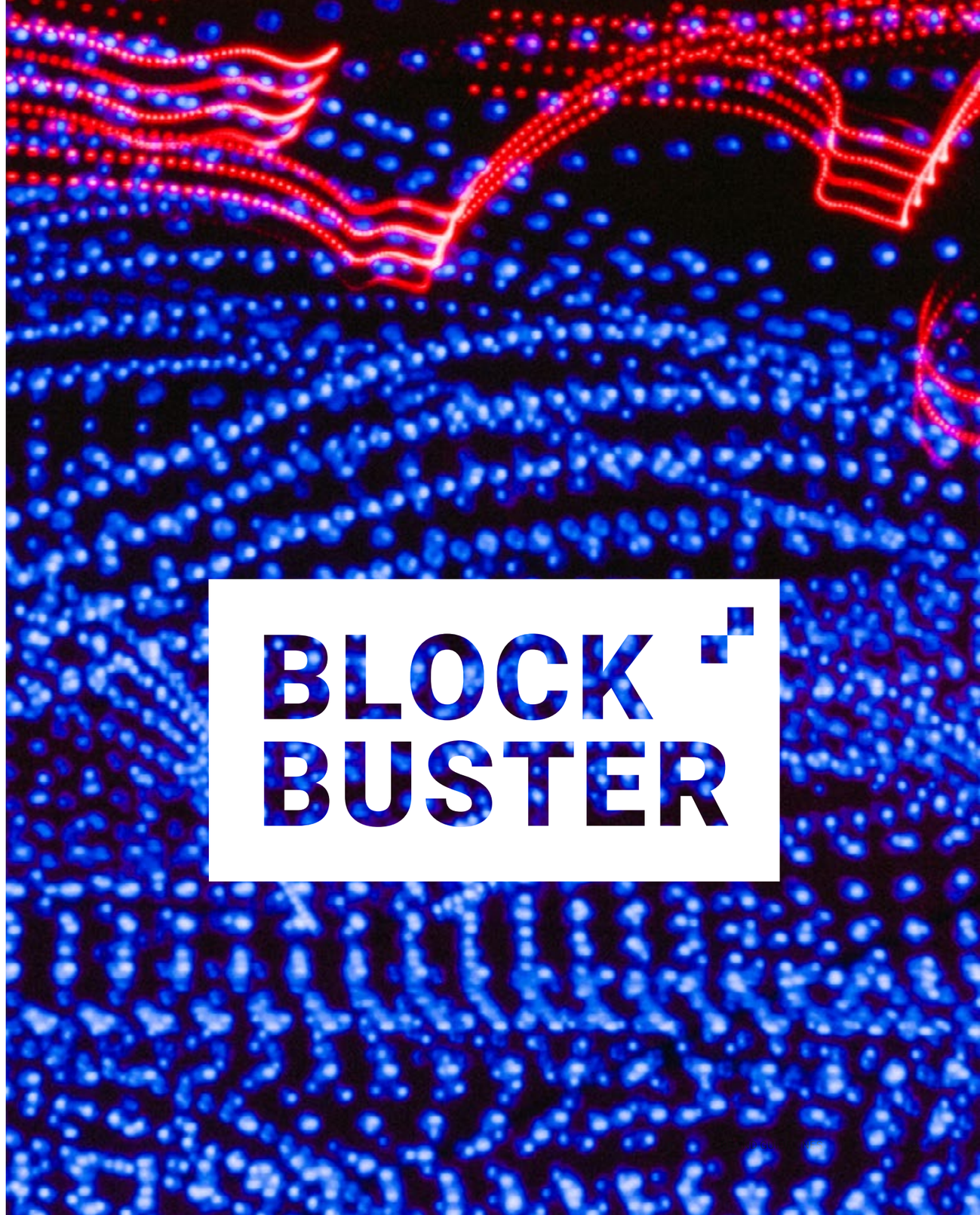
Logo: Sizes

When the logo needs to be uses in a small iteration, it is okay to use it by itself, without an overlapping element. The logo should not be used smaller than .75 inch wide. There is no maximum logo size.

Alternate Logos and Uses

The main logo can be used in black or white. It will be used on top of images, textures and graphic elements and may look slightly different with each application. Have fun with the logo (while following the rules), it is the main visual element of the brand.





Unauthorized Uses

1. Do not use the black logo on images or textures that do not allow for enough contrast.
2. Do not use the white logo on images or textures where part of it will disappear or when it does not allow for enough contrast.
3. Do not stretch the logo.
4. Do not use the logo alone (without an image/texture) at large sizes.
5. Do not use the logo in colors other than black or white.
6. Do not change the typeface.
7. Do not set the logo at an angle.
8. Do not place the logo over text.
9. Do not place the logo sideways.

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2

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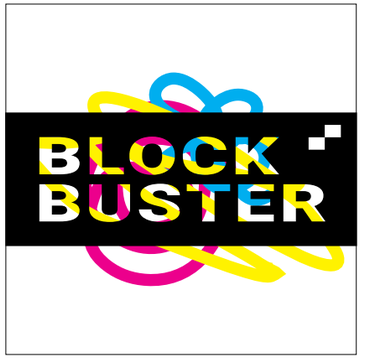

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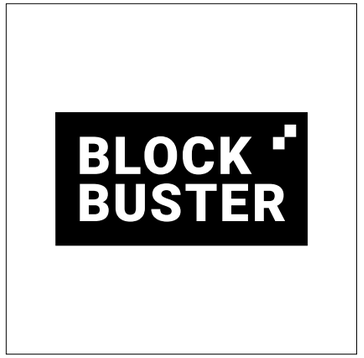

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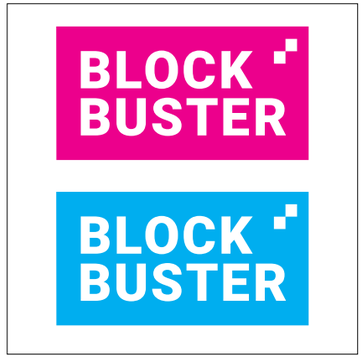

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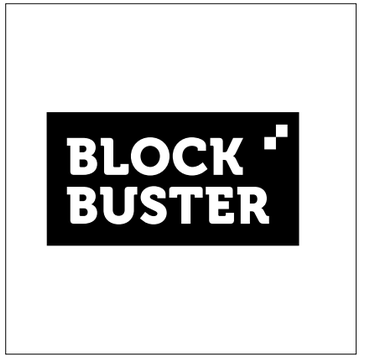

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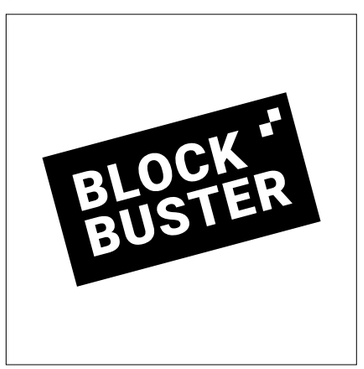

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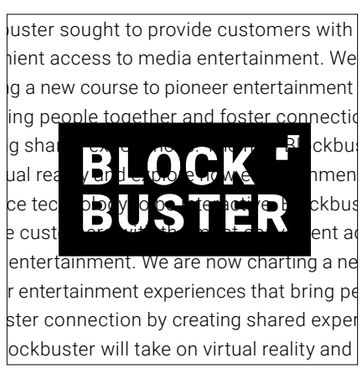

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Typography

Blockbuster uses Roboto in several weights. This typeface is clean and bold and aligns with the technology and alternate reality brand feel that the new blockbuster conveys.

Display Typefaces

ABC

Roboto Bold

ABC

Roboto Black

Text Typefaces

abc

Roboto Light

abc

Roboto Medium

Look

Beyond

Colors

PMS
P Process Black

CMYK
0 | 0 | 0 | 100

RBG
0 | 0 | 0

HEX
000000

PMS
P 1-1

RBG
0 | 0 | 0

HEX
ffffff

PMS
P 108-16

CMYK
100 | 85 | 38 | 30

RBG
22 | 50 | 90

HEX
163259

PMS
P Process Cyan C

CMYK
0 | 73 | 100 | 0

RBG
242 | 105 | 34

HEX
00adef

PMS
P Process Yellow C

CMYK
0 | 73 | 100 | 0

RBG
242 | 105 | 34

HEX
fff100

PMS
P Process Magenta C

CMYK
0 | 73 | 100 | 0

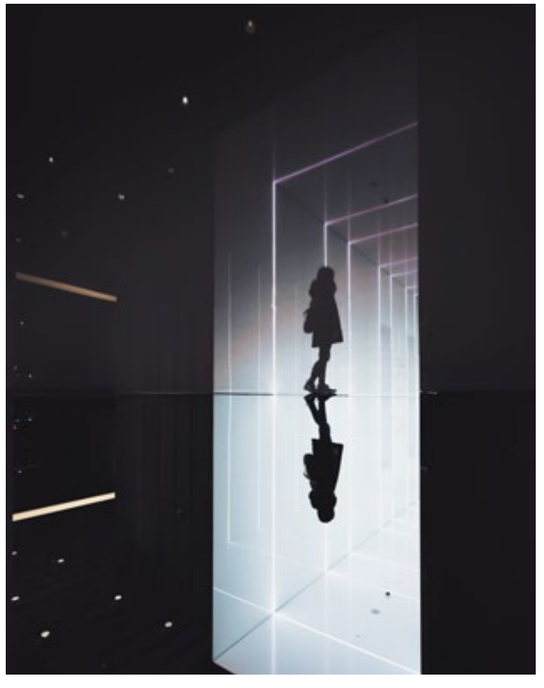
RBG
242 | 105 | 34

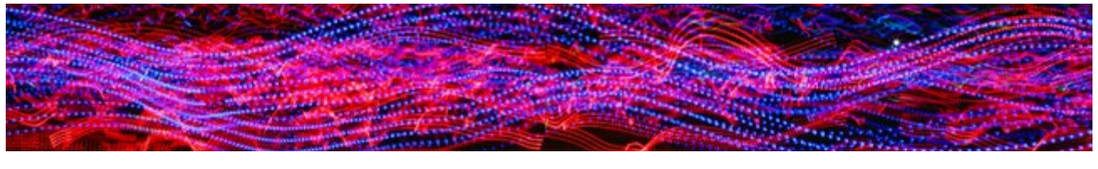
HEX
ec008b

Photo Style

The photos the Blockbuster brand uses are mystical and contain a quality of “imagination”. This can be achieved by using textures and image close ups, high contrast images.

Images can also use perspective to bridge the gap between the here -and-now and the virtual world. This would include images that are taken to look like “first person photographer images. These may have a hand or two of a pair of feet.





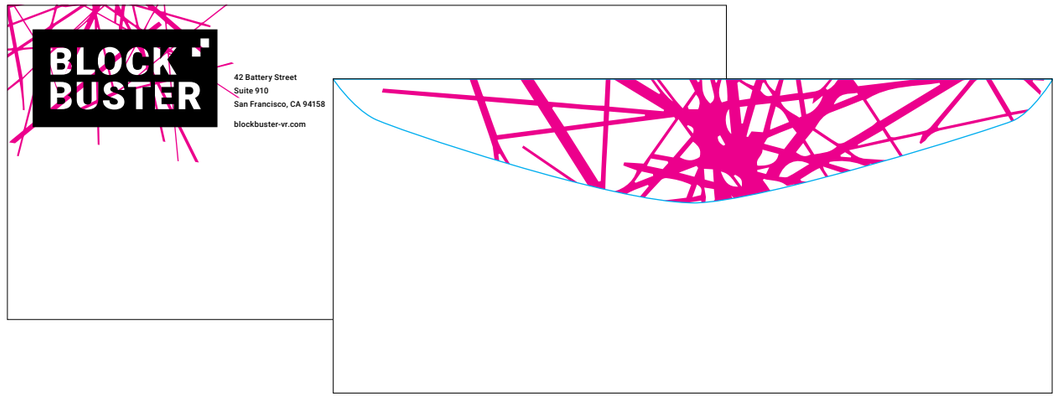
Graphic Elements

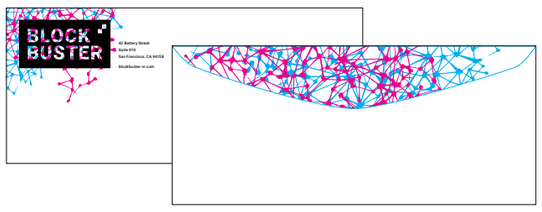
While the possibilities are endless, here are several key graphic elements/textures that can be used as part of the Blockbuster brand.

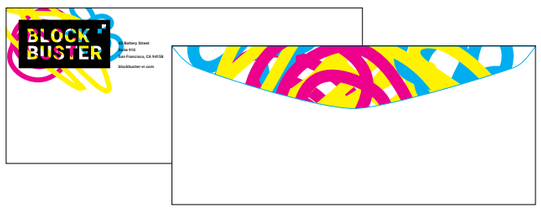
Business System

While Blockbuster mostly exists in the digital space, sometimes print communication is necessary. The business system utilized several varieties to emulate the fluid nature of the logo.

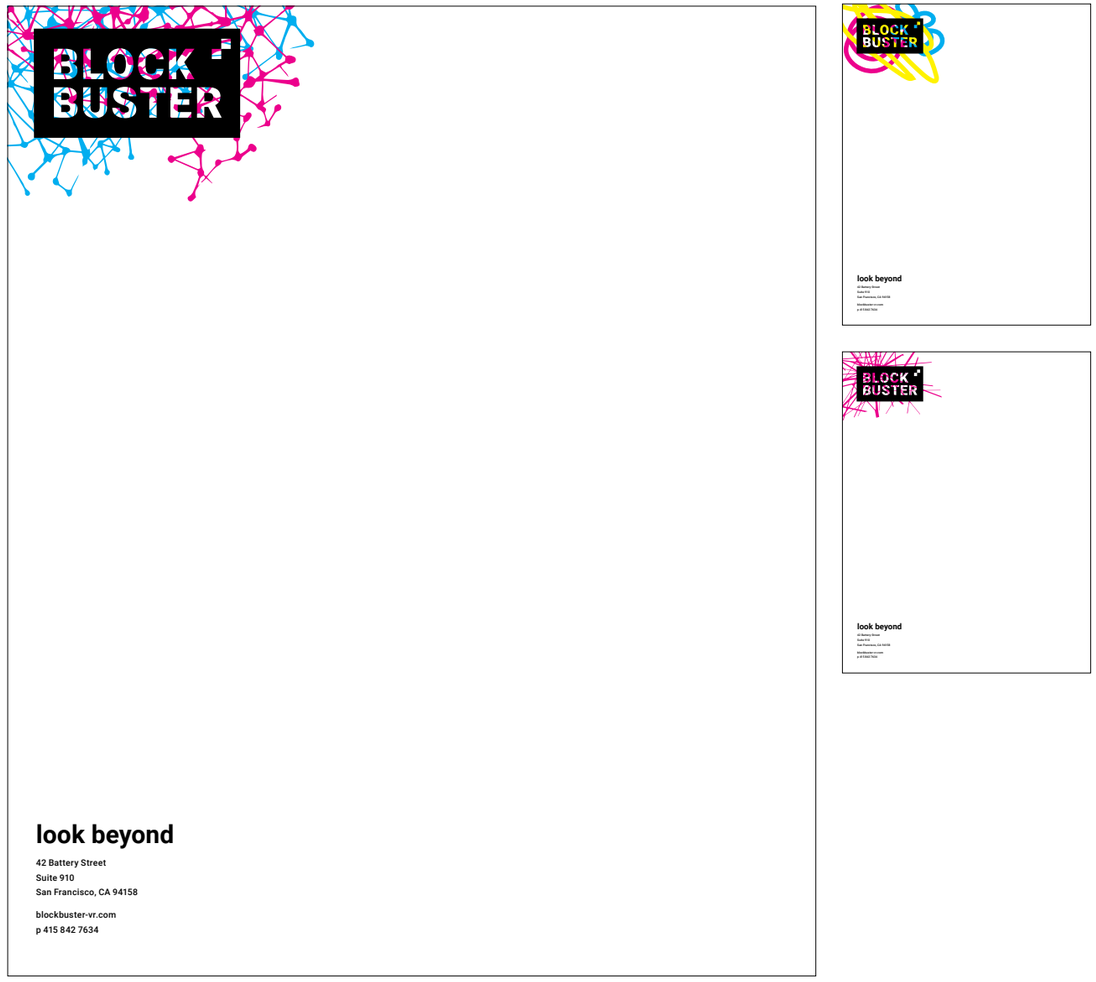
Envelopes



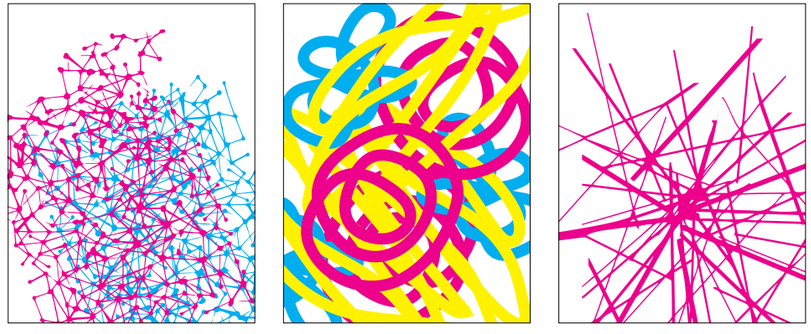




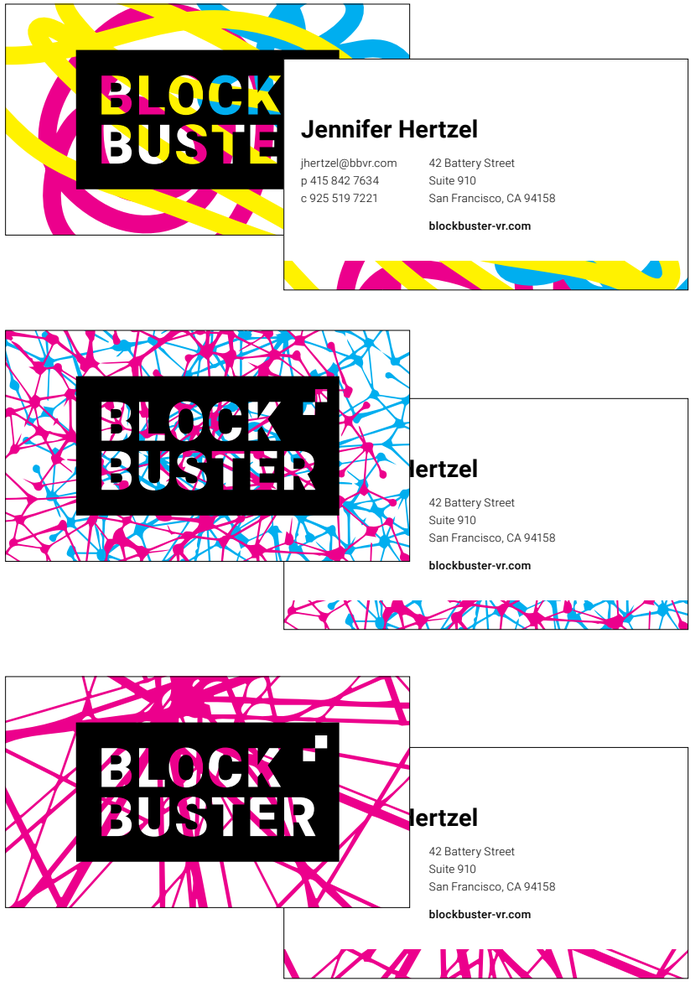
Letter Head Front



Letter Head Back

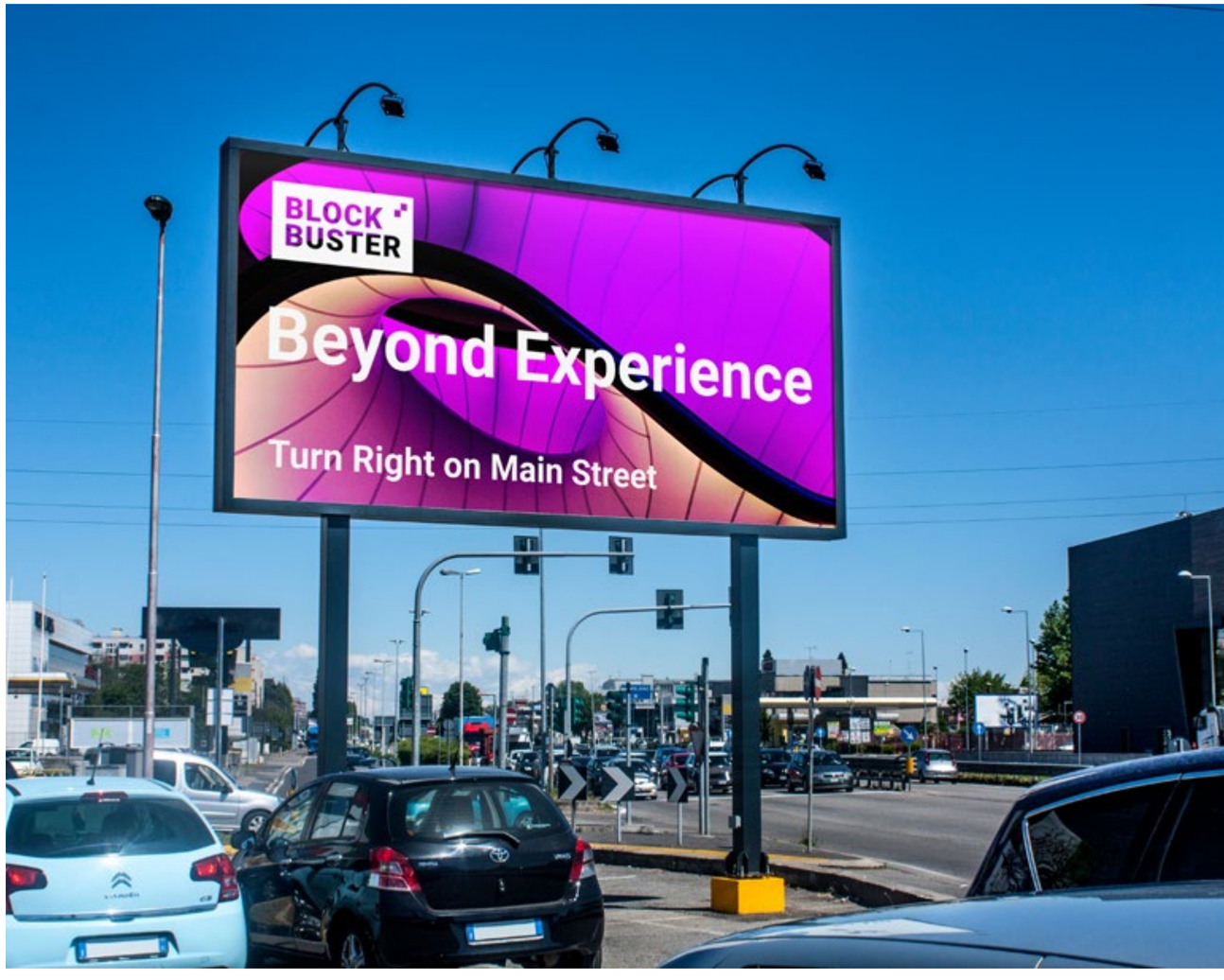


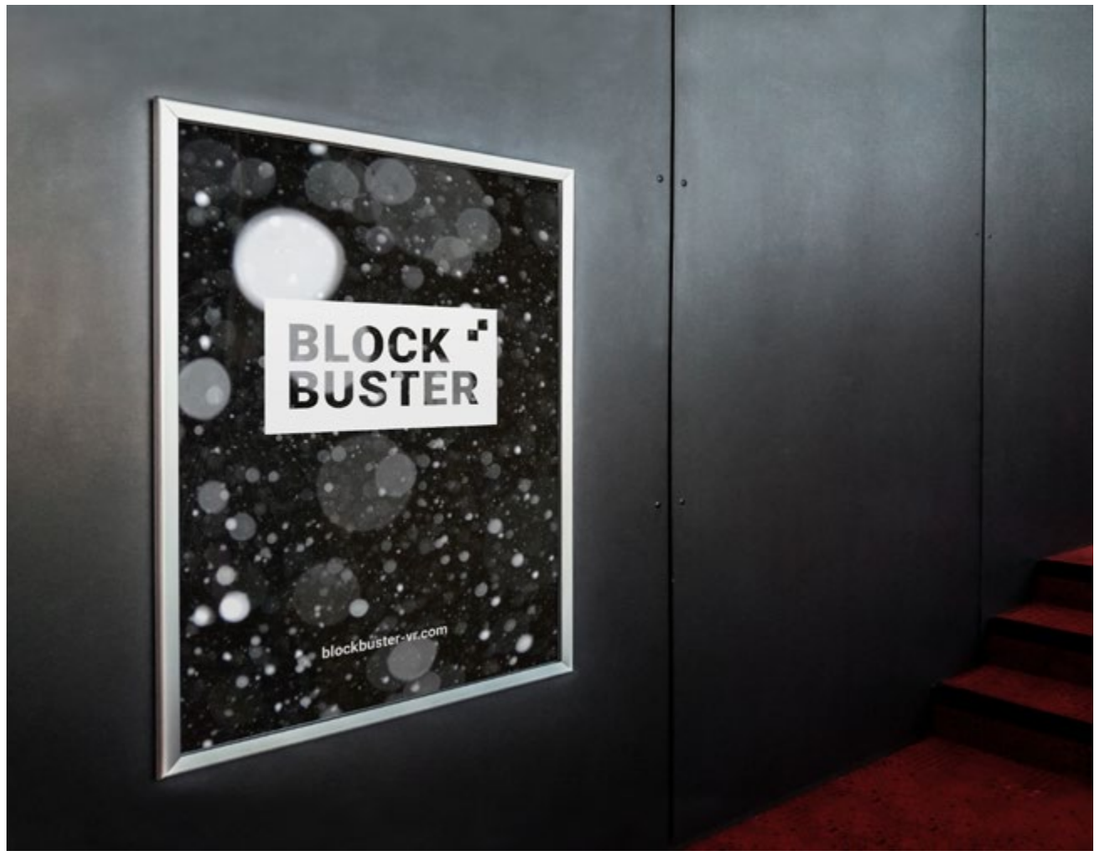
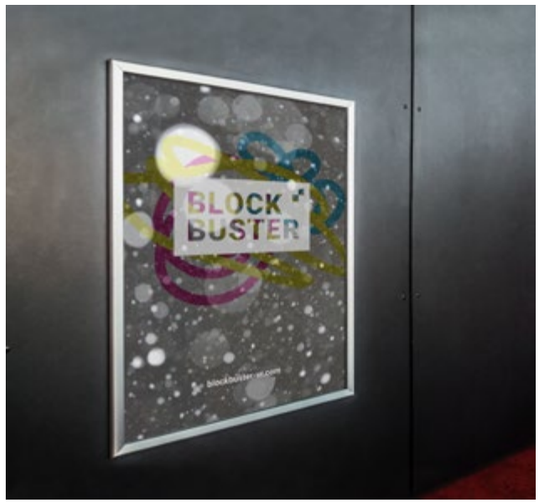
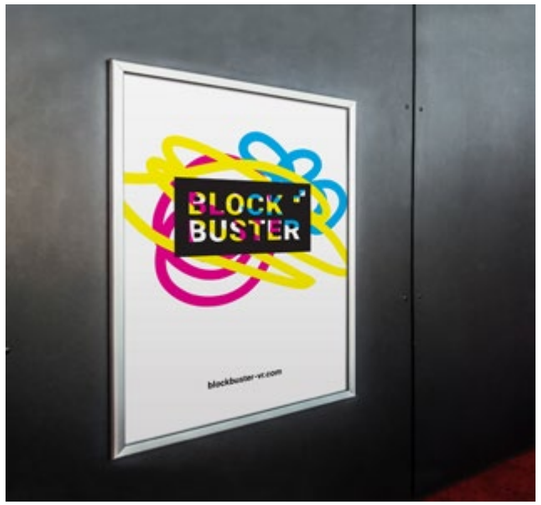
Business Cards



Other Applications

VR Goggles



Billboard

Digital Rotating Sign